



German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern

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FOR IMMEDIATE RELEASE

Press Release

CeBIT Receives Statewide Support from California Partner Organizations

Free Registration for CeBIT in Hannover Available for California Residents through GACC California Branch

San Francisco, CA, January 23, 2009: In October 2008, California was announced as the first ever individual state to partner with CeBIT, the world's largest trade show for the information and telecommunications technology industry, taking place in Hannover, Germany, from March 3-8, 2009. Since then trade groups in California have stepped forward to publicize the event and encourage IT companies to take advantage of this unique opportunity to reach global customers. The California Partner State program offers exclusive promotional opportunities, including the California pavilion, as well as funds, provided by the State of California, to support the cost of exhibiting at this major trade show.

Supporting organizations from California include the German American Chamber of Commerce Inc.(GACC), California Branch, the California Chamber of Commerce and the Center for International Trade Development as well as regional groups such as the East Bay Center for International Trade Development which recently hosted a CeBIT Networking Luncheon. "The Luncheon provided a good overview of the advantages of CeBIT for Californian companies considering exhibiting, along with preparatory information for those who already committed to exhibit or attend the show," says Nicholas Wagner of the GACC California Branch. California residents interested in attending CeBIT 2009 can contact the GACC California Branch, which works closely with the organizers at Hannover Fairs USA, for free expo registration information.

In its 24th year, CeBIT, the world's largest and most renowned trade fair for the world of IT and telecommunications, will highlight important current themes, including a special focus on Webciety and Green IT. For more information about CeBIT 2009, please contact Nicholas Wagner at the GACC California Branch (415.248.1243, [nwagner\(at\)gaccny.com](mailto:nwagner@gaccny.com), www.gaccsanfrancisco.com).

About the **German American Chamber of Commerce Inc., California Branch:**

The GACC California branch, located in San Francisco, is the official representation of German industry and trade and acts as a link between German and American businesses, working mainly with companies in the renewable energy, information technology, semiconductor, biotechnology and nanotechnology industries. The GACC invites companies from all industries that have an interest in

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U.S. expansion, particularly in the West Coast Region, to take advantage of its services. The GACC is also hosting business and political delegations from Germany to the West Coast in order to introduce German executives and politicians to their U.S. counterparts.